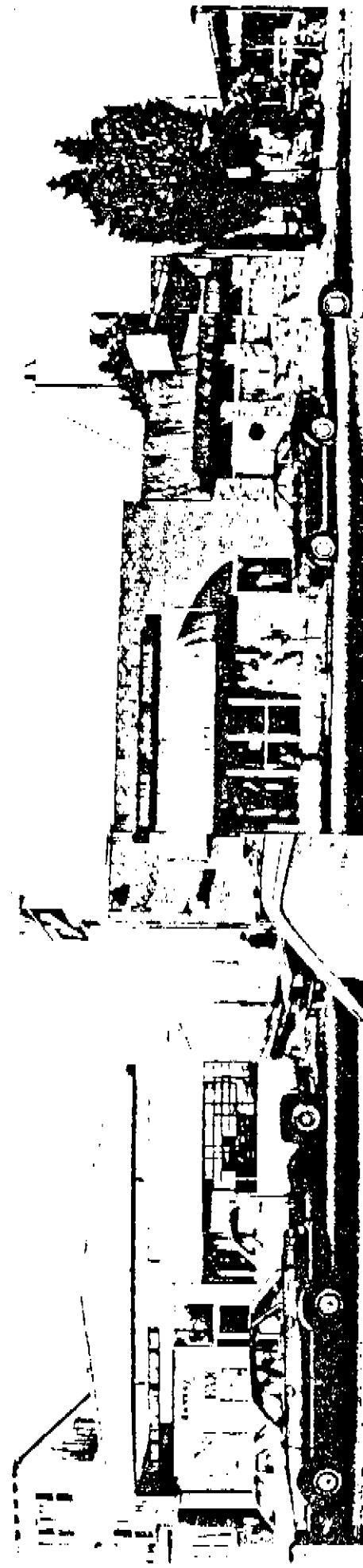


#### 4. Market Context for Planning



## 4. Market Context for Planning

This section of the Calonsville Plan report analyzes the market context for the planning program. The objective is to identify the characteristics of the market and its ability to support current and new investment in Calonsville and to project the demand for space in the downtown in the 1990's. The section concludes with recommendations regarding the nature of a program to assure the continued success of downtown Calonsville.

### A. Regional Economic Trends and Projections

Given the relatively small size of downtown Calonsville, it is unlikely that economic trends occurring at the regional (metropolitan Baltimore) and county levels will significantly impact it. However, it is important to place the study area within the context of trends that are occurring at these broader jurisdictional levels.

- 1. Population and Households:** Trends and projections for population and households for the metropolitan Baltimore regional and the jurisdictions comprising it are set forth in Table IV-1. Baltimore County is quickly catching Baltimore City as the most populous jurisdiction in the region. However, Howard County has been growing the last few years.
- 2. Residential Development:** As can be determined from the data in Table IV-2, metropolitan Baltimore jurisdictions issued an average of approximately 14,500 residential building permits per year through the 1980's. In the last half of the decade, however, the aver-

TABLE IV-1  
BALTIMORE REGION TRENDS AND PROJECTIONS  
1980-2000

County	Population				
	1980	1990	1995	2000	
Anne Arundel	370,775	419,300	454,000	474,000	
Baltimore City	786,775	721,000	736,000	732,000	
Baltimore	655,615	676,900	703,000	711,000	
Carroll	96,356	116,400	132,000	143,000	
Harford	145,910	171,100	184,000	193,000	
Howard	118,572	173,300	207,000	239,000	
<b>TOTAL REGION</b>	<b>2,174,023</b>	<b>2,278,000</b>	<b>2,416,000</b>	<b>2,492,000</b>	

County	Households				
	1980	1990	1995	2000	
Anne Arundel	121,026	152,000	165,000	178,000	
Baltimore City	281,614	290,200	294,000	298,000	
Baltimore					
Carroll	217,371	271,900	285,000	298,000	
Harford	30,631	42,200	47,000	52,000	
Howard	46,547	61,900	68,000	74,000	
	39,989	64,300	76,000	88,000	
<b>TOTAL REGION</b>	<b>756,980</b>	<b>862,500</b>	<b>935,000</b>	<b>988,000</b>	

Source: U.S. Bureau of the Census; Baltimore Regional Council of Governments; compiled by Legg Mason Realty Group, Inc.

TABLE IV-2

**RESIDENTIAL BUILDING PERMIT TRENDS  
BALTIMORE REGION MAJOR JURISDICTIONS  
1980-1989**

	80	81	82	83	84	85	86	87	88	89
Anne Arundel	2,433	1,632	2,223	5,140	3,696	4,358	3,940	3,778	3,390	2,555
Balt. City	832	746	1,283	662	1,083	837	156	306	668	672
Balti. Co.	2,362	1,636	2,353	4,264	5,695	6,369	6,093	4,628	5,151	4,167
Carroll	703	546	669	1,504	1,352	1,470	1,608	1,786	1,658	1,335
Harford	697	665	565	1,559	1,677	2,142	2,574	2,706	2,990	2,779
Howard	1,271	1,323	1,523	3,005	3,287	3,532	4,011	4,161	4,101	5,348
Balt. Reg.	8,298	6,568	8,619	16,134	16,790	18,758	18,382	17,365	17,758	16,856

\* 1989 Howard County total is artificially inflated due to permit cap. LMRG estimates that under "normal" conditions, permits in Howard Co. would not have exceeded 4,000 units in 1989. LMRG estimates that 15,500 permits would have been issued in Region in 1989 if Howard Co. permits did not exceed 4,000

Source: RPC/Balt. COG Building Permit Data System, New Units Authorized by Building Permit Reports.

**PROJECTIONS OF RESIDENTIAL UNITS  
BALTIMORE REGION MAJOR JURISDICTIONS  
1990-1995**

County	1990	1991	1992	1993	1994	1995	Average
Anne Arundel	2,700	3,000	3,200	3,300	3,300	3,000	3,100
Baltimore City	600	800	600	500	500	600	600
Baltimore Co.	3,800	3,600	3,400	3,600	3,600	3,500	3,500
Carroll Co.	1,400	1,400	1,400	1,400	1,400	1,400	1,400
Harford Co.	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Howard Co.	2,000	3,000	2,800	2,700	2,700	2,700	2,700
Total	13,700	14,800	14,400	14,300	14,300	14,300	14,300

age was over 17,800. This difference is a function of the greatly reduced level of residential development in the first half of the decade due to poor economic and development conditions and significantly faster growth to "catch up" in the second half when conditions were much better. Baltimore County accounted for approximately one quarter of these permits over the total decade, but approximately one third in the second half. These data indicate a healthy but reasonable growth in the metropolitan area as a whole and show that Baltimore County is a significant participant in this growth. Most of the residential development taking place in the county is occurring in the northwest corridor around Owings Mills, the north central corridor, north of Cockeysville, and the northeast corridor around White Marsh, not in the southwestern portion most closely associated with Catonsville. On a proportional basis, the fastest growing county is Howard, which bears a relationship to Catonsville because a portion of Howard is fed by Frederick Road. Based on the shoppers survey responses, however, relatively few Howard County residents shop in Catonsville. Consequently, this Howard County growth is not regarded as especially significant from the standpoint of Catonsville businesses. Projections of residential permit activity as derived by LMRG are set forth in Table IV-3. They show a relatively conservative growth in residential development. Activity in Howard County tapers off from recent trends due to limitations on the number of units permitted. Baltimore County continues to grow at a strong rate with most

significance from the standpoint of Catonsville businesses. Projections of residential permit activity as derived by LMRG are set forth in Table IV-3. They show a relatively conservative growth in residential development. Activity in Howard County tapers off from recent trends due to limitations on the number of units permitted. Baltimore County continues to grow at a strong rate with most

## CATONSVILLE 2000 ANALYSIS

of this growth occurring in the northern quadrant. These projections indicate a generally favorable environment for development in Baltimore County as a whole.

### 3. Impact of Economic Development Efforts:

Economic development efforts by Baltimore County and the State of Maryland targeted at areas in the vicinity of Catonsville have

The potential to impact future development in and near the community and businessess in the downtown. A list of economic development efforts is set forth below.

- Expansion of academic programs at UMBC.
  - Development of a high-technology business park at UMBC.
  - Phasing out of hospital activities at Spring Grove and development of a business park to compliment that being developed at UMBC.
  - Commercial revitalization in the Route 40 corridor.
- There is every reason to believe that these state and county economic development efforts will move ahead. If they do, the likely results for the Catonsville area will be:
- A greater number of jobs in nearby areas, generally high quality, future oriented jobs;
  - More visibility for this area with the possibility of attracting associated office type investment;
  - The likelihood of increased demand for good quality housing for workers at these facilities;

- A Route 40 corridor that will be more competitive for retail investment than it is at present.

In summary, the proposed economic development efforts appear reasonable from the perspective of the county and the state. They would seem to fit in well with the general nature of the Catonsville area, although they will introduce more activity than currently exists at Spring Grove and UMBC. As planned, the projects are not oriented toward residential development, but they will likely generate demand for residential units. Given the fact that there is relatively little developable, residentially zoned land in the Catonsville area, it is unlikely that much of the residential demand generated by these activities will be captured near Catonsville unless specific efforts to target residential to the area are expended.

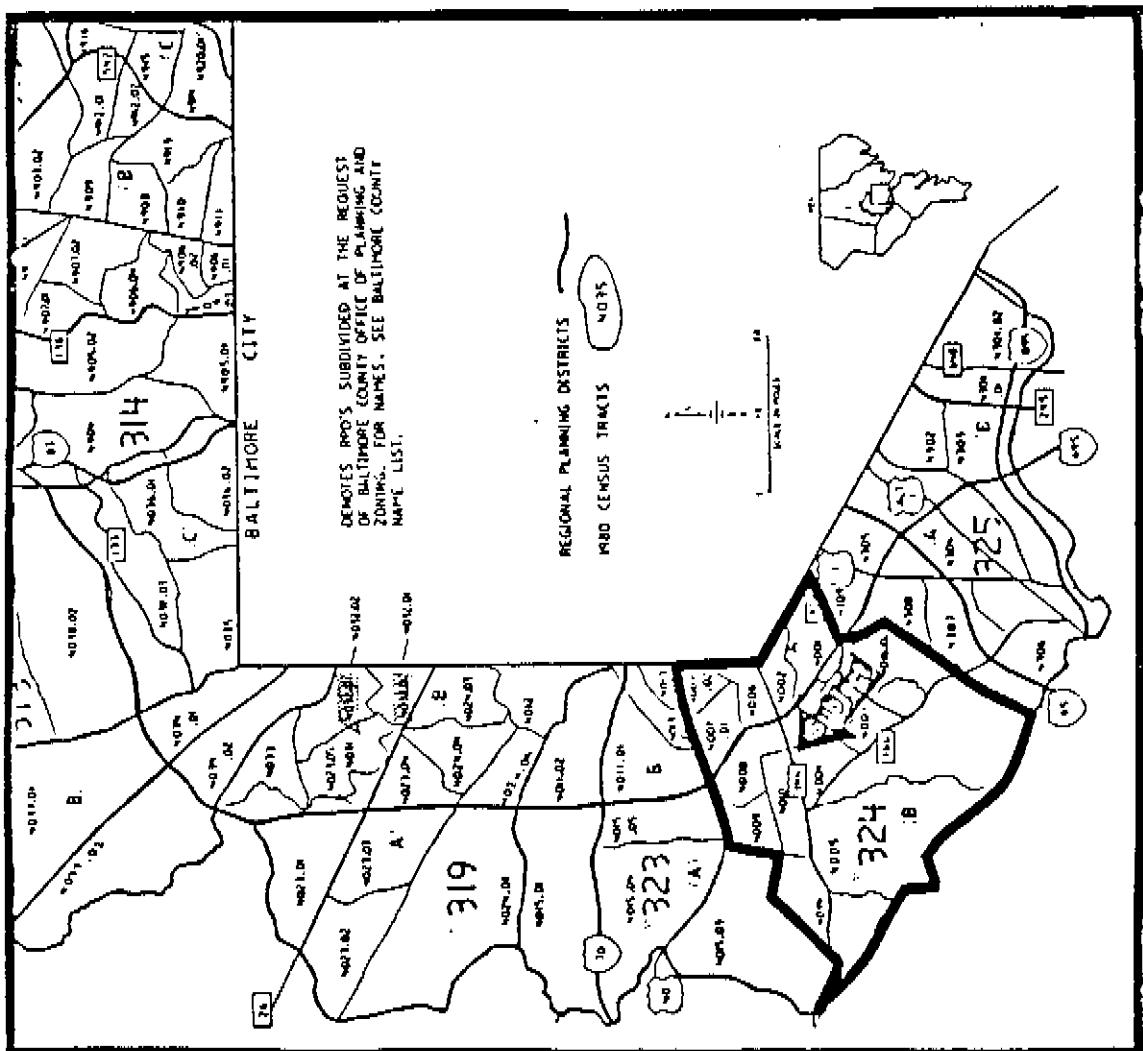
### B. Market Area Economic Trends and Projections

Data for this analysis is derived from the shoppers and merchants surveys and LMRG's experience with market analyses in this part of Baltimore County.

1. **Delineation of Market Areas:** The market area for which downtown Catonsville businesses serve as the primary shopping area is relatively small. Most shoppers do not consider Catonsville their principal shopping area, so they are easily drawn away to shopping facilities located elsewhere in this part of the County, particularly Route 40.

stores for convenience goods (food, drugs, etc.) and Security Square Mall for shoppers goods. The market area has been delineated in two ways. The Baltimore Region Council of Governments has divided the metropolitan area into regional planning districts (RPDs), which are comprised of Census Tracts. Shoppers cannot relate to RPD's since they don't know the boundaries. Consequently, another way to define the market area is by zip code on the shoppers survey, respondents were asked to provide the zip code of their residence. Based on LMRG's research, the primary market area for downtown Catonsville as expressed in regional planning districts is RPD 324. This RPD stretches generally from Patapsco Valley State Park on the west to Baltimore City on the east, UMBC on the south to Route 40 on the north. This is viewed as the best definition of the primary market. By far the greatest number of respondents to the shoppers survey lived in zip code 21228. This zip code area includes essentially all of RPD 324 but extends much farther to the north, all the way to I-70. While it is unlikely that many of the residents of the area between Route 40 and I-70 shop in Catonsville since other shopping facilities are more convenient, zip code area 21228 will be considered the primary market for downtown Catonsville. In addition to these "primary" market areas, there is a secondary market area comprised of RPD's 323 to the north, 325 to the south, and 603 and 606 in Howard County. People in these areas might occasionally shop in Catonsville. Based on the shoppers survey, the fre-

The demographic analysis in section A appears accurate. Economic development efforts suggested here in paragraph 3 appear realistic, and should create high quality jobs to support residential and commercial values in the area. While Spring Grove Hospital may be significantly downscaled, however, we do not advocate its closing. Its research and outpatient functions should be continued if at all possible.



*Primary Market Area*

## CATONSVILLE 2000 ANALYSIS

frequency of such shopping is minimal and the analysis does not devote significant attention to this secondary market area.

TABLE IV-4

**POPULATION AND HOUSEHOLD TRENDS AND PROJECTIONS  
CATONSVILLE PRIMARY MARKET AREA  
1980-1993**

Area	Households		Population					
	1980	1988	1990	1993	1980	1988	1990	1993
14003	360	410	410	410	1,036	1,230	1,210	1,190
14004	1,240	1,290	1,280	1,310	3,453	3,380	3,290	3,310
14005	583	600	600	600	1,724	1,640	1,610	1,580
14006	1,078	1,120	1,130	1,120	2,891	2,800	2,770	2,700
14007	729	760	760	760	1,995	1,960	1,920	1,890
14010	875	890	880	870	2,738	2,650	2,590	2,510
14014	539	630	630	630	1,593	1,640	1,610	1,580
14016.01	44	50	50	50	1,026	1,190	1,190	1,190
14016.02	10	10	10	10	1,139	1,300	1,380	1,380
14001	338	690	1,100	1,140	1,159	1,980	2,950	3,000
14002	1,195	1,210	1,210	1,210	2,806	2,880	2,810	2,780
14006	1,290	1,300	1,290	1,310	2,070	2,680	2,810	2,610
14007.01	1,063	1,240	1,240	1,240	2,262	2,470	2,450	2,390
14007.02	692	650	670	690	1,755	1,650	1,600	1,620
TOTAL PHA:	10,036	10,880	11,260	11,350	28,615	29,730	30,190	29,950

## CATONSVILLE SECONDARY MARKET AREA

Area	Households		Population					
	1980	1988	1990	1993	1980	1988	1990	1993
RPD 323	11,332	13,330	13,560	13,870	31,057	34,220	34,250	34,380
RPD 325	13,781	13,750	13,640	13,850	36,922	35,820	35,420	34,860
RPD 603	8,427	11,100	14,970	24,274	33,800	36,290	40,900	42,460
RPD 606	2,599	3,150	6,170	8,070	8,000	15,080	17,590	22,460
TOTAL SMA:	35,641	55,060	57,950	62,110	128,876	146,650	153,740	162,530
TOTAL MARKET:	45,677	55,060	57,950	62,110	128,876	148,650	153,740	162,530

The description and boundaries of the primary market area outlined in Section G appear accurate.

The description and boundaries of the primary market area outlined in Section G appear accurate. The population of about 30,000 is a good sized community suitable for general retail activity to support two or three community shopping centers of 200,000 to 300,000 square feet each. The shoppers survey revealed that relatively few of these people consider their primary shopping district, although many will occasionally shop there. There are many shopping options in this part of Baltimore County. The secondary market area has a population well over 100,000.

**2. REGIONAL PLANNING DISTRICT MARKET AREA CHARACTERISTICS**

RPDs comprising the secondary market area are shown in Table IV-4. The data show that the primary market area (RPD 324) has a population of roughly 30,000 people and approximately 11,250 households. The Regional Council's estimates and projections indicate minimal population growth, with an increase of approximately 1,500 people between 1980 and 1990. They even project a drop of about 250 people to 1993. The number of households has grown faster than population due to reduced size of the average household. Between 1980 and 1990, the number of households, which is defined as an occupied housing unit, grew by over 1,200 or about 12%. The data indicate an increase of 90 more households by 1993, despite the drop in population. The population of about 30,000 is a good sized community suitable for general retail activity to support two or three community shopping centers of 200,000 to 300,000 square feet each. The shoppers survey revealed that relatively few of these people consider their primary shopping district, although many will occasionally shop there. There are many shopping options in this part of Baltimore County. The secondary market area has a population well over 100,000.

people. However, these households have little allegiance to Catonsville as their shopping district.

**3. Zip Code Market Area Characteristics:** As shown in Table IV-5, the bulk of the people answering the shoppers survey live in zip code 21228. Also, as noted, the area covered by this zip code is greater than that covered by RPD 324. Consequently, it is not surprising to find that the 1989 estimated population, according to the National Planning Data Corporation (NPDC), is 43,105 people, almost 50% greater than the population in RPD 324. This population is estimated to be growing at roughly 1% per year and should reach over 45,000 people in 1994 according to NPDC. In summary, whether using the primary market area RPD 324 or zip code 21228, downtown Catonsville has a reasonable market upon which to draw. However, this is a slow growing market, especially when compared with the other parts of Baltimore County, due to the relatively small amount of land available for residential development and competition from areas that have been targeted by the County and developers for future residential growth.

### C. The Downtown Catonsville Retail Market

Downtown Catonsville is defined as that portion of the Catonsville "Village Area" (the study focus area) fronting on Frederick Road from the Beltway to the Post Office.

TABLE IV-5  
AREA: ZIP CODE 21228

Trend Information (Including Wealth and Extended Income Distribution)									
Population and Household		1970 Census		1980 Census		1989		1994	
		70-80	% Chg	80-89	% Chg	80-89	% Chg	80-89	% Chg
Population	41,220	39,607	-3.4	43,065	8.5	43,355	0.7	43,778	1.0
Households	11,910	13,623	16.3	15,199	15.7	17,078	6.1		
Household Size Group Quarters									
Income	1,171*	2,711	-14.7	2,531	-7.3	2,591	-2.5	2,855	0.6
Avg. Income (\$k)	1989 (Census)	1979 (Census)	89.7%	1989 (Census)	79.8%	1989 (Census)	79.4%	1989 (Census)	79.4%
Avg. Income (\$k)	133.8	350.9	127.6	720.5	105.9	964.3	13.4		
Per Capita (\$)	373	879	135.4	16715	90.1	21762	27.2		
Average Hh (\$)	125.54	251.99	100.7	45394	80.1	56552	24.6		
Median Hh (\$)	119.66	227.41	90.0	42263	85.9	54668	27.0		
Avg. Net Wealth (\$k)				190,194		234,924			
Household Income Distribution									
	Count	%		Count	%	Count	%	Count	%
Less than \$ 7,500	16,54	12.0		9,14	5.9	7,93	5.6		
\$ 7,500-\$ 14,999	24,25	17.8		12,20	7.7	9,50	5.4		
\$ 15,000-\$ 19,999	17,55	12.9		9,01	6.2	7,29	4.3		
\$ 20,000-\$ 24,999	18,59	13.5		9,68	6.1	8,15	4.8		
\$ 25,000-\$ 29,999	15,00	11.0		10,68	6.6	8,29	4.9		
\$ 30,000-\$ 34,999	13,31	9.7		10,93	6.9	8,70	5.1		
\$ 35,000-\$ 39,999	9,65	6.9		10,16	6.7	9,22	5.4		
\$ 40,000-\$ 49,999	12,51	9.2		2,056	15.2	19,15	11.2		
\$ 50,000-\$ 74,999	757	5.5		3,89	26.1	4,264	25.9		
\$ 75,000-\$ 99,999	130	1.0		1,620	9.0	2,011	17.3		
\$ 100,000-\$149,999	54	0.4		6,08	3.8	14,17	4.3		
\$150,000-\$199,999	4	0.0		1,02	0.6	2,34	2.0		
1200,000 and over	10	0.1		44	0.3	115	0.7		

\*1970 household size is an estimate based on 1970 census data.

Data on incomes are expressed in "current" dollars for each respective year.

1989 estimates and 1994 projections produced by Javelin Planning Data Corp.

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The purpose of this part of section IV is to provide an overview of retail activity as it currently exists in downtown Catonsville.

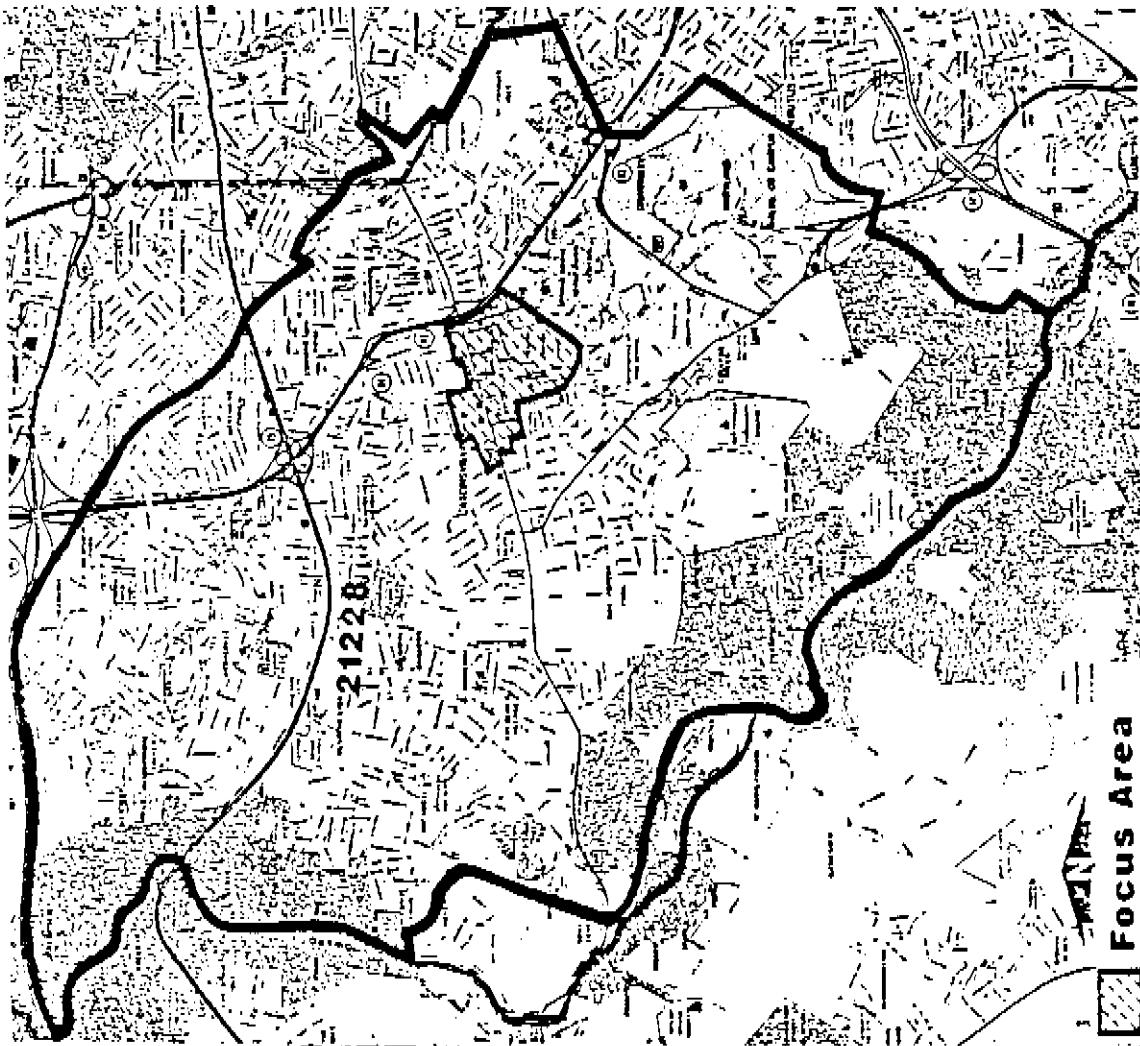
**1. Inventory of Space:** As part of the analysis of commercial activity in downtown Catonsville, a survey was made of retail and certain kinds of retail services space in the downtown area. It focused on "storefront" operations. The results are tabulated by Standard Industrial Classification (SIC) in Appendix C. The survey revealed 293,500 square feet of space of a retail and a retail service nature in the downtown. Approximately 70% of this space is retail sales oriented. The remainder is in a variety of services -- personal services such as beauty salons and cleaners, and financial services such as banks. There are 16,000 square feet of the former and 34,200 square feet of the latter type uses in the downtown. It is clear that the banks are an important component of the downtown area. A total of 201,200 square feet of retail space was identified. Its distribution is shown in Table IV-6.

TABLE IV-6		
RETAIL SPACE CHARACTERISTICS DOWNTOWN CATONSVILLE 1990		
	Retail Space Sqr. Ft.	Distribution (%)
<b>Shoppers Goods</b>		
General Merchandise	0	—
Apparel	13,500	6.7
Furniture	11,000	5.5
GAF Subtotal	24,500	12.2
Specialty Retail	48,600	24.1
Shoppers Goods Total	73,100	36.3
<b>Convenience Goods</b>		
Food	29,100	14.5
Drugs	7,000	3.5
Convenience Goods Total	36,100	18.0
<b>Eating and Drinking</b>		
Automobile Related	36,800	18.3
Building Materials	13,700	6.8
	41,500	20.6
<b>TOTAL RETAIL</b>	201,200	100.0

Source: Legg Mason Realty Group as derived from Appendix C.

This is approximately the size of a moderate-sized community shopping center. The distribution of this space tends to parallel the characteristics of a community shopping center, with some exceptions. The exceptions are the relatively high percentage of space (20.6%) that is in building materials and a somewhat high presence of automobile related uses. Approximately one-third of the space is in shopper's goods uses, which is somewhat on the low side, and 18.0% is in convenience goods, which is also somewhat

The inventory and rental rate information contained here and in the Appendix has evidently been reviewed and corrected since the previous draft, although some errors are still apparent. Nonetheless the data does now provide a more accurate gauge of the type of retailers and mix of uses in the business district.



Market Area Zip Code 21228

4.8

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low. These percentages are reduced by the impact of building materials and automobile operations, which together account for over 27% of the space in downtown Catonsville. In summary, the mix of retail businesses in Catonsville is slightly unusual. For instance, one of the major operations is a lumber company, which one would not particularly expect to find at a location of this nature.

However, John S. Wilson has been in Catonsville for many years. A business of this type has difficulty finding new space. The company is well situated with regard to its retail and builder markets, so finds Catonsville a good location to operate. The relatively large number of music stores is also a function of the historical pattern of development. Other key anchors are Plymouth Wallpaper and Muir's Hardware. In general, the retail complex is reasonably similar to a community shopping center. Instead of a large grocery store as an anchor, however, the anchors are Wilson, Plymouth Wallpaper, Muir's and the music stores. The banks and institutional uses, such as the post office and churches, are also magnets, with the banks being particularly important in this regard.

2. Retail Rents: There is a wide range of lease rates for retail space in downtown Catonsville. In some of the older, storefront buildings that have been occupied for years by the same tenants, lease rates range from \$6.00 to \$9.00 per square foot. As this older space turns over, the rates rise to between \$8.00 and \$11.00 per square foot. In the newer retail buildings, lease rates range from

\$12.00 to \$15.50 per square foot. These rates, which are similar to other older downtown areas are significantly lower than rates in the shopping centers along Route 40 which can range as high as \$23.00 per square foot.

The moderate lease rates in downtown Catonsville are a function several factors:

- The age of the buildings as many of the owners of these structures have already paid off the mortgages and are not financing debt through the lease rates.
- Limited shopper traffic compared to strip shopping centers on Route 40 translates into lower sales per square foot yields by tenants, which in turn, requires that lease rates be lower so that businesses can survive.
- Many of the specialty stores operate on low margins which require low lease rates.
- Many merchants own their premises and, while they tend to maintain their establishments in good order, have not made large investments in them. This tends to keep a lid on the rents in leased space.

Overall, there appears to be a delicate balance between lease rates and sales within downtown Catonsville as most shops have been there for years and there is very little vacancy. The market does not appear to be strong enough to support higher rents. If rents were pushed higher in order to try to cater to "higher class" retail operations, the result would likely be displacement of downtown's traditional

retail shops.

3. Retail Sales: The performance of existing retailers in downtown Catonsville is good to very good. Responses to the merchants survey indicated that sales in 1989 were generally up over recent prior years and expectations for the future are generally good. Based on the rents being achieved for leased retail space (retail space should

generally rent for an amount in the range of 8% to 12% of gross sales), retail establishments are doing anywhere from \$100 per square foot to \$150 a square foot. This level of sales is fairly typical for an older community shopping area, maybe even slightly high. If this were a "Route 40 type" community shopping center built in the past ten or so years, sales figures would be anywhere from 50% to 100% higher. But the indicated figures for Catonsville are considered good. Based on responses to the survey and on comments made during the "merchants forum" session held during the study, the merchants are satisfied in downtown Catonsville. Space turnover is very low. At the time of completing this study, there was only one known retail vacancy, and that constitutes less than 1,000 square feet. At this particular scale of operation, downtown Catonsville retailing is successful.

4. Retail Strengths and Weaknesses: The strengths of Catonsville's village retailing are the presence of several important attractors, the general compactness of the area, moderate rents, and a building scale with which people feel comfortable. It is also

In sections C2 and C3, the consultants again discuss the "delicate balance" between low rental rates and retail sales levels, but point out that were this a "Route 40" type community shopping center of perhaps ten years vintage, sales could be much as double. This again reiterates the need to consider at least a significant aesthetic facelift for buildings and signage to enhance the street's appearance and consequently boost sales.

The analysis of retail strengths and weaknesses in Section 4 appears generally accurate.

generally accessible via a several different routes, with relationship to the Beltway being particularly important, especially for businesses that draw people from outside of the community. The "small town atmosphere" and "friendly merchants" cited in the shopper surveys are also important aspects of the downtown area. Weaknesses in the retail structure are the lack of organization of the merchants, a somewhat confusing physical pattern of storefronts and signs, and competition from larger shopping areas, particularly centers and stores located on Route 40. These centers on Route 40 contain the large grocery stores preferred by many people (as evidenced in the shoppers surveys) and shoppers tend to combine trips to the grocery stores to other professional and personal service business located in those centers. Other weaknesses are lack of organized parking and some traffic congestion. Sales performance does not appear to be a current weakness.

square feet. It is occupied almost exclusively by physicians, attorneys, and other personal and professional service users. This project was developed in 1984 and has quoted lease rates ranging from \$14.50 to \$15.95 per square foot, gross, plus all utilities.

The other major project along Frederick Road is the Toll House development at 583 Frederick Road. This four-story building was renovated in 1987 and contains a total of 17,700 square feet. This project is completely leased and has quoted lease rates of \$12.50 per square foot gross plus electric and cleaning services.

A number of small office suites are available along Frederick Road especially in the second floors of older retail buildings. According to local leasing agents, several of these building are offering second story space for low rates ranging from \$6.00 to \$8.00 per square foot just to attract tenants and occupy the space. In addition, several older homes along Frederick Road are currently being used for physicians offices and were purchased for that purpose. Overall, besides the major C&P facility, the personal and professional services offered within the office buildings are typical of smaller downtown areas and are related to the retail core of the downtown area. That is, these personal and professional services are located near the retail space as they have a synergistic relationship and promote customer traffic between the two uses.

#### D. The Downtown Catonsville Office Market

The current office market in downtown Catonsville consists of one large major user, C&P Telephone's occupancy of a 47,000 square foot building, and several other scattered office buildings with personal service tenants. The major general occupancy project is the Catonsville Professional Center located at 405 Frederick Road, which consists of two three-story buildings containing a total of 47,000 square feet of office space. These buildings offer suites sized from 720 square feet to 2,880

square feet, looking to lease between 750 and 2,500 square feet of office space. Downtown Catonsville is not likely to attract large scale office users for the following reasons.

- Small scale office use and conversions of functionally obsolete residences to professional and high quality administrative office use along Frederick Road should be encouraged as long as such development is of a scale and design compatible with nearby residential areas.

- Existing and proposed office parks with large campus-like settings and excellent access offer space for large users (those seeking 5,000 square feet or more) at UMBC, Woodlawn and several other areas in the southwestern portion of Baltimore County.
  - Downtown Catonsville lacks sites big enough to provide an optimum setting for larger office space users.
  - Even if a large site became available in downtown Catonsville, it would have a difficult time competing with space available in the large scale office campuses in the immediate area.
- LMRG projects that the downtown Catonsville area will continue to attract small personal and professional office space users, but will not compete for larger users within the foreseeable future. Office space will continue to contribute positively to the performance of the Catonsville village area as a true "downtown", not just a roadside strip of stores. The long term outlook for C&P's operations in Catonsville is unclear, but we are aware of no plans by C&P to discontinue them. We point out that it is in the general best interest of the community to accommodate these C&P office operations, though it would be best if they were located on several larger sites and not spread throughout the retail area, if at all possible.
- Future office demand in downtown Catonsville will likely be very similar to the current mix. It will be dominated by small personal and profes-

Financial service offices, especially banks, are also important to the Catonsville business area. Several banks in both the auto oriented and retail core parts of downtown draw customers from the primary market area. Again, this function is important in attracting customers on a regular basis and to creating a businesslike atmosphere in the village. This is true not just from a retail banking standpoint, but also with regard to a commercial banking.

Finally, a number of professional people have their offices in the downtown. The Catonsville Professional Center complex is beneficial since it provides high quality jobs in the Catonsville village area. A majority of the tenants in the professional center are doctors which creates shopper traffic as people combine doctor visits with other shopping chores. It is unclear what the cubback of medical services at Spring Grove will have on the presence of doctors in this area.

#### E. Other Uses

In addition to the retail and office uses identified above, a variety of other uses, some of which border on industrial, are located on the fringes of downtown Catonsville. There is a significant amount of space devoted to automotive repair. Most of these occupy "off the street" locations behind buildings fronting on Frederick Road. There is also a small amount of distribution/warehousing activity, particularly with regard to the Chertkoff Building on Melton Road. Many of these uses occupy clearly secondary space in out-of-the-way locations. They make a relatively small contribution to the economy of the village.

but are important from a general context stand-point since they, like some of the other uses, introduce diversity and are traditional to the area.

#### E. Downtown Catonsville Retail Potentials

The purpose of this portion of Section IV is to derive the potentials for new retail investment in the Catonsville focus area. It will be possible to do this with a fairly high degree of specificity. Nevertheless, the projections should be viewed with considerable caution. The reason is that the amount of retail activity in Catonsville is relatively small compared with the rest of the southwestern quadrant of Baltimore County, which includes Route 40 and could conceivably be defined to include Security Boulevard.

Business in the Catonsville commercial district is good. Only one retail space vacancy is known to exist on Frederick Road. There are few open areas capable of being used for commercial.

New investment could occur where existing buildings are removed, possibly resulting in the displacement of an existing business, but this would only be an exchange of one business for another, or one type of space for another. It is difficult to devise a retail potentials model that works well in a situation like that in which Catonsville finds itself at the present time.

The demand for new retail space in a given area is essentially a function of two factors:

- Growth in retail expenditure potentials

within the shopping complexes market area:

- The ability to capture sales that are currently flowing out of the and being captured by establishments elsewhere.

Retail expenditure potentials for the Catonsville zip code area 21228 are shown in Table IV-7.

These are based primarily on the increase in aggregate income between 1990 and 2000. Aggregate income for 1995 and 1995 was calculated by LMRG in constant dollar terms. It should be noted that the aggregate income contained in Table IV-7 is in inflated dollars and to keep retail space productivity in constant 1990 dollars.

Expenditure potential by retail category is shown in Table IV-7 as a function of the proportion of aggregate income spent for various retail goods and the aggregate income. As a result, expenditure potentials generated by residents of zip code area 21228 would increase from approximately \$277.0 million in 1990 to \$336.0 million in 1995 and \$394.7 million in 2000.

Retail demand based on these expenditure potentials is derived in Table IV-8. As of 1990, the 43,100 people in the zip code area (15,800 households) created a demand for 905,000 square feet of retail space in all categories, exclusive of automotive. This is 4.5 times the non-automotive retail space existing in downtown Catonsville area at the present time.

This observation highlights the fact that downtown Catonsville is a secondary shopping center for most residents. It means that the retail

TABLE IV-7

RETAIL EXPENDITURE POTENTIAL  
CATONSVILLE - ZIP CODE AREA 21228

Retail Category	Part of TPI	1990 Amount	1995 Amount	2000 Amount	Annual Amount
Gen Merchandise	4.34%	\$12,370	\$19,266	\$46,122	
Apparel/Access.	2.10%	\$15,618	\$18,946	\$22,254	
Furniture/Hm Furn	2.00%	\$14,926	\$18,106	\$21,268	
CAJ-MultRetail	1.44%	\$16,294	\$17,317	\$19,444	
Misc Shpg Goods	1.27%	\$9,501	\$11,525	\$13,537	
Eat/Drink	3.71%	\$24,010	\$33,978	\$50,911	
Food Stores	7.06%	\$52,608	\$63,816	\$74,960	
Drug Stores	1.21%	\$8,985	\$10,809	\$12,802	
Liquor Stores	0.85%	\$6,322	\$7,669	\$10,003	
Conven subtotal	9.11%	\$67,915	\$82,384	\$96,771	
Bldg Materials	1.77%	\$13,183	\$15,991	\$18,784	
Auto Dmv/Gas	11.22%	\$83,660	\$101,483	\$119,205	
Misc Retail	1.59%	\$11,825	\$14,344	\$16,849	
<b>TOTAL</b>	<b>37.16%</b>	<b>\$277,008</b>	<b>\$336,072</b>	<b>\$394,701</b>	
1990 Aggregate Income estimate:					\$745.4 million
1995 Aggregate Income estimate:					\$904.2 million
1995 Aggregate Income estimate:					\$1,062.1 million

Note: All figures in thousands of dollars, unless noted.  
Source: Legg Mason Realty Group, Inc.

else, either within the zip code area, such as along Route 40, or outside of it, such as at Owings Mills, Columbia, Towson, Glen Burnie.

The expenditure potential increase from 1990-1995 will generate the demand for 193,000 square feet of additional non-automotive retail space and another 192,000 square feet between 1995 and 2000. If all of it were to be built in downtown Catonsville, this amount of space would make a significant impact. However, this space demand should be allocated throughout zip code 21228, which includes Route 40 and even part of Security Boulevard.

It should be noted that this is net new growth. Some existing businesses will likely fail or stop doing business for whatever reason, and the space potential generated by these losses could be added to the net demand. Nevertheless, this is not a particularly large amount of space growth. There is estimated to be more than 2 million square feet of retail space in zip code area 21228 at the present time, exclusive of the Security Boulevard area. These retail destinations serve Catonsville area residential people from surrounding communities. The bulk of these "import" shoppers patronize stores in the Route 40 corridor, Security Boulevard, and other locations, not Catonsville.

Based on a reasonable capture of space potentials, we estimate that downtown Catonsville should be able to accommodate 30,000 to 50,000 square feet of new retail space to 1995 and a similar amount to the year 2000. The total of 60,000 to 100,000 square feet would be equal to nearly 50% of existing retail space. The

Section F, Retail Potential. The consultants estimate that additional retail potential for Catonsville by 1995 could run from 30,000-50,000 SF, which, interestingly, is the recommended sizing for the Belvedere Square type development concept. This boutique retail anchor concept has grown in favor with the consultants as the drafts of the study have progressed. Indeed, they devote two full paragraphs of the executive summary and covering letter to the potential for this concept, which the closing of the Hardee's Restaurant site has enhanced and brought to the fore. From a marketing standpoint, we feel that the Belvedere Square concept deserves serious consideration and further exploration. Given the difficulties of assembling a sufficiently-sized parcel in the Village core to accommodate this type of use, and the availability of Hardee's site now, we recommend that immediate steps be undertaken to propose and review potential designs for such a concept. The adjoining property owners should be requested voluntarily to hold off development plans for adjacent parcels that might be incorporated into a comprehensive scheme until site development plan alternatives can be considered by all the interested parties.

TABLE IV-8

RETAIL DEMAND ESTIMATES  
CATONSVILLE -- ZIP CODE AREA 21228

Retail Category	1990 Productivity Rate (sales/sf)	1990 Demand Amount (sf)	1995 Productivity Rate (sales/sf)	Net Demand Amount (sf)	Additional Demand 1990-1995 (sf)	2000 Productivity Rate (sales/sf)	Demand Amount (sf)	Net Additional Demand 1995-2000
Gen Merchandise	\$150	216	\$150	262	46	\$150	307	46
Apparel/Access	\$250	62	\$250	76	13	\$250	89	13
Furniture/House Furn	\$125	119	\$125	145	25	\$125	170	25
GIF Subtotal	--	--	--	0	--	--	--	0
Misc Shpg Goods	\$200	48	\$200	58	10	\$200	68	10
Eat/Drink	\$250	112	\$250	136	24	\$250	160	24
Food Stores	\$150	150	\$350	182	32	\$350	214	32
Drug Stores	\$160	56	\$160	68	12	\$160	80	12
Liquor Stores	\$200	32	\$200	36	7	\$200	45	7
Conven subtotal	--	--	--	--	--	--	--	0
Bldg Materials	\$120	110	\$120	133	23	\$120	157	23
TOTAL	--	905	--	1,098	193	--	1,290	192

Note: Demand figures presented in thousands of square feet

Source: Legg Mason Realty Group, Inc.

of 60,000 to 100,000 square feet would be equal to nearly 50% of existing retail space. The development to accommodate this space would have to be in relatively large buildings, although the typical tenant would probably be in the 1,000 to 2,000 square foot range. The projected new space would be net of any space that would come available as a result of the discontinuation of an existing business.

We expect that the typical businesses in downtown Catonsville will continue to be of the community nature rather than of a regional nature. In fact, if some of the original type establishments such as the music stores should leave the area, we believe that replacement businesses will be more typical of a 250,000 square foot shopping center. In particular, future uses for which we believe there is a need in downtown Catonsville at the present time include:

- Clothing stores, especially children and sports clothes;
- Crafts and antiques;
- Interior furnishings;
- Larger drug store.

A particularly appropriate type of development for downtown Catonsville would be a "specialty convenience" center such as the Belvedere Square complex at the intersection of York Road and Belvedere Avenue. We would expect such a complex to total approximately 30,000 square feet of net leaseable area of which 50% to 60% would be food oriented convenience goods and the remainder would be apparel, crafts and other types of specialty goods. The convenience goods elements should include:

- Fresh seafood market;
- Fresh meat market;
- Produce market;
- Health foods store;
- Special "fast food" operations like yogurt, Italian, steak sandwiches, and similar.

This complex would have to be located on Frederick Road. It would need at least some parking of its own, but would work satisfactorily if adjacent to an existing parking resource. It would need to be located in the village core area as close as possible to the intersection of Bloomsbury and Frederick Road. In the longer term, retail complexes might replace some of the larger land uses along Frederick Road. This should be scaled to be similar to the kinds of stores already existing in Catonsville.

We view Catonsville as serving a significant market in southwestern Baltimore County. We do not think it can compete regionally with the kind of upscale, specialty goods retailing that is currently occurring in Ellicott City in the historic buildings there. Nevertheless, we expect retailing in Catonsville to continue to be successful at its relatively modest scale, but a scale well related to the nearby market.

offices, we believe that it is reasonable to estimate that there will be demand for a moderate amount of office space to accommodate professionals and business services -- 30,000-35,000 square feet of such space in the downtown area. This would most likely be configured in small to moderate sized buildings. It is unlikely that buildings like the C&P office building or the Catonsville Professional Center would be developed in the study focus area in the next five or so years. Office demand will be attracted to such areas as in the UMBC campus and the Spring Grove project as they develop.

We expect a continuation of moderate demand for local service industrial space such as that needed by automotive shops, contractors, and similar. However, these are the first uses likely to be displaced in a community upgrading program, and they are already beginning to feel some pressures. Such businesses use "round" space at secondary locations where rents are at the low end of the scale. We do not foresee net new investment by such businesses in the Catonsville area during the 1990's.

#### H. Downtown Development Strategy

Market support for the retail activities in the village core and the automobile oriented portions of downtown Catonsville comes from four principal markets:

- Households residing nearby, mostly in zip code 21228 and primarily in the area south of Route 40 in that zip code;
- Travelers passing through or near the

The consultants have recommended certain types of retail uses as additions to the current mix in Section F, as well as a potential mix for a Belvedere Square-type marketplace. In furtherance of these proposals, we again recommend [as do the consultants] that both a detailed household study of the primary market area and a more sophisticated merchants' analysis be made to evaluate what additional goods and services might be profitably provided. County and/or private funds could be solicited to perform these studies promptly, since they are the basis on which further marketing and development decisions should be made.

#### G. Downtown Catonsville Potentials for Other Uses

Unlike retail, there were no household growth or expenditure methodologies for estimating the demand for other commercial space. However, after reviewing past trends in absorption of local

area, primarily on Frederick Road, some on Rolling Road and the Beltway;

- Workers in offices and other establishments in the downtown and some workers from Spring Grove, UMBC and other nearby businesses;

- For a select group of stores, like the music stores, specific markets throughout the region.

On balance, resident households are viewed as the most important market for commercial activities located in Catonsville. Travelers are significant for the establishments located between the beltway and Catonsville Elementary School. Office workers provide market support for restaurants and retail service establishments, primarily in the village core. In order to maintain the current level of retail activity, and generate reasonable market support for future growth, attention must be paid to each of these markets.

- The residential market can be expanded through the introduction of new households in the primary market area. Downtown could also capture a larger proportion of the expenditure potential generated by local residents but being spent on purchases in other parts of the region. Some of this could be done through better promotion and better operations, but major changes in this regard would probably require the introduction of new stores with a different merchandising orientation.

However, the introduction of a large grocery store chain or department store to downtown Catonsville is highly unlikely due to physical constraints and the existing

#### **shopping areas along Route 40 and Wilkens Avenue.**

Businesses having relatively large numbers of workers, like C & P, should be encouraged to stay and expand in the village. Marketing efforts should be initiated to try to get workers employed nearby to shop in the village.

Travelers are a mixed blessing since an increased number constitute a greater potential market, but the general consensus is that use of Frederick Road as a through corridor has a negative impact on the road's ability to serve as a shopping street. From an economic standpoint, it is probably better to encourage parking and a moderate amount of congestion than to facilitate Frederick Road as a through traffic carrier.

As has been mentioned before, there are a

relatively large number of institutions, especially churches, in the village center. They enhance the community center orientation of the area, but their linkage to increased commercial activity is unclear. Nevertheless, institutional uses should be encouraged to stay and expand. In fact, one of the suggestions in the shoppers survey was to approach the churches along Frederick Road and ask if shoppers could use their parking lots Monday through Saturday when they are underutilized.

Based on this market context and the space demands derived earlier, the following strategies have been identified as appropriate for the development of commercial space in downtown Catonsville over the next decade.

#### **The commercial situation in downtown Catonsville is currently good. There is a generally satisfactory balance between**

types of stores, types of space, and available market. Landlords and merchants seem to be able to work together well to mutual advantage. Based on this observation, we believe that it is important that any changes in the future not be overly aggressive. It is important to create minimal disruption to the existing retailing operations. Programs that would require landlords and/or merchants to spend relatively large amounts of money for physical upgrading, should be reviewed very carefully. While the local market is reasonable in terms of depth and the capability to generate demand, the merchant base is still relatively fragile given the heavy competitive environment.

Frederick Road must be maintained as a commercial shopping thoroughfare. This

means that the roadway's ability to carry pass-through traffic must be secondary to its ability to accommodate shoppers patronizing local establishments. As a result, parking on street should be maintained and a moderate amount of traffic or congestion, properly controlled to facilitate pedestrian access, should be regarded as positive.

- There are a few locations where new retail investments can be made, and there is the likelihood that over time some businesses will discontinue operations. The recruit-

ment of new businesses should focus on the fact that this is primarily a community shopping area. Optimally, a larger, more aggressively merchandized supermarket would be the single most important addition to the retail fabric. Other stores compatible with this type of center, some of which already exist in the Catonsville village area, are drug store, hardware store, a range of clothing stores (men's, women's, children's), video store, services such as cleaners, hairdresser, gourmet wine and liquor store, restaurants.

If possible, new retail attractors should be introduced. An expanded supermarket would constitute such an attractor. However, since this is unlikely due to the presence of three Giant Food stores serving the market area, a "convenience specialty" complex such as Belvedere Square on York Road would fit in well with Catonsville. This complex might be about 30,000 square feet, of which about half would be convenience goods -- grocery, produce, and household items stores. The other half would be shoppers goods items and services.

Due to the substantial presence of institutional and employment uses in the area, a strategy to capture more of a "lunch-time" crowd may be appropriate. The addition of a quality delicatessen and a promotional campaign directed at UMBC and Spring Grove could increase shopper traffic during weekdays.

- One of the most consistent themes revealed in the survey of merchants is the need for more effective coordination of merchant activities. An effectively organized and consistently administered merchant group would have a positive impact on Catonsville's retailing future.
- The following areas of work could constitute continuing studies for downtown Catonsville.

- In order to better define the market area and determine what retail uses may attract more shoppers to downtown Catonsville, an extensive household survey could be initiated. The survey would also provide capture rate and expenditure outflow data for households in the market area.
- A detailed interview survey of local merchants could be undertaken in order to measure sales yields to compare them to industry standards. This survey would further deline underserved market niches which could be targeted for attraction to the downtown area.

#### I. Conclusion Regarding Economic Development

Catonsville's situation differs from many communities for which plans with an economic development orientation are undertaken. Such plans are sometimes prepared for communities that are experiencing intensive growth and need to control and/or manage that growth. In other instances, plans are prepared for communities,

the economies of which are trending downward. In the latter case, the purpose of the plan is to establish an economic development program that will result in attracting new investment and preventing further deterioration. Catonsville seems to fall at a point about midway between these two extremes. There are few vacancies in commercial structures, especially retail. Rents are affordable while repaying landlords adequately for their real estate investments. In general, the business environment appears stable with a moderate upward trend.

Mechanics, residents, and representatives of community organizations identified the bulk of the problems facing the community as operational rather than market. Their concerns were more with how traffic was handled, parking provided, and facades and signs appeared, than with the need to attract new investment, bolster existing businesses, and introduce programs to ensure long term viability.

Consistent with these indications, and given the generally sound nature of business in the downtown, there appears to be no special need to formulate an aggressive economic development strategy for downtown Catonsville. At the same time, real operational issues and problems exist and these need to be addressed by the plan, along with establishing a "reserve" program in case business conditions turn unfavorable. The latter should include, at the least, a revolving loan program for store improvements and coordinated marketing.

In the conclusions, no rationale for uses such as a grocery store is provided. It is difficult to see how a full scale grocery store could be located or compete in the Village core. A specialty market such as Belvedere Square would seem better positioned to meet potential demand. Again a professional market survey might help answer these questions, as recommended in Section II, last two paragraphs.

A program for establishing cooperative advertising and marketing strategies and creation of a viable merchants' association need to be pursued.